

RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, as required by FCC rule. The FCC rule states: "Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and charges made, if any, if request is granted. Such records shall be retained for a period of two years."

- (1) **Date of request:** 10/15/12
- (2) **Name of candidate:** Pete Hoekstra
- (3) **Office for which candidate is running:** US Senate
- (4) **Political party:** Republican
- (5) **Name of person using time if other than candidate:** n/a
- (6) **Request made by candidate:** Yes: x No: (Check one)
- (7) **Request made on behalf of candidate by:** Brabendercox LLC
- (8) **Request made:** In writing: x In person: By phone:
(Check one. If in writing, attach and retain.)
- (9) **Disposition of request:** Granted: x Not granted:
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain.)
- (10) **Were any payments received?** Yes: x No:
(Check one. If "yes", state amount in space below):

GROSS: \$3600

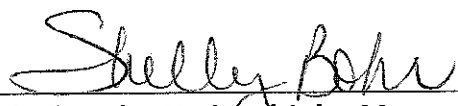
NET: \$3060

WXMI

10/15/12

STATION

DATE


Shelly Bohr, National Sales Manager
SIGNATURE OF PERSON RECEIVING
REQUEST ON BEHALF OF STATION

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date: 10/15/2012
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I, BRABENDERCOX LLC,

being/on behalf of: PETEHOEKSTRA, a legally

qualified candidate of the REPUBLICAN political

party for the office of: US SENATE

in the 2012 GENERALELECCION

election to be held on: NOVEMBER 6 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
10/15-10/21					

Total Charges:

\$ 3600

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

HOEKSTRAFORUSSENATE

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KEVIN CLARK

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/08/2012

Date

Liz Brabender Kunda

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, BRABENDERCXLLC

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Liz Brabender Kundu

signature of candidate or authorized committee

LIZ BRABENDERKUNDU

printed name

10/08/2012

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, _____
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: _____

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

WXMI-TV

ORDER

Flight Dates 10/15/12-10/21/12

Order Sep 00:15:00

Contract / Revision 398253 /

Original Date / Revision
10/12/12 10/15/12

Advertiser Hoekstra/Rep/Senate/MI

Agency Brabender Cox Mihalke

Buying Contact

1218 Grandview Ave
1st Floor
Pittsburgh, PA 15211

Product

HOEKSTRA 4 SENATE

Agency Com 15%

Billing Contact

1218 Grandview Ave
1st Floor
Pittsburgh, PA 15211

Sales Office TPHL

Sales Region National

Agency Ref

Estimate #

Alt Order # 06372406

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 02

Advertiser Ref

Primary Account Executive

Nick Welte

Account Executive Order% Start Date End Date

Nick Welte 100%

Order Share 11% Market Value 39545

Competing Station	% of Order	Amount
2WOOD	30%	11863
3WZZM	18%	7118
4WWMT	31%	12259
5WOTV	5%	1977
6WXSP	%	0
7WZPX	%	0
8CABL	%	0
9UNKW	5%	1977

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	13	\$3,697.50	\$4,350.00	0.00
Totals	13	\$3,697.50	\$4,350.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/17/12	13	\$3,697.50	\$4,350.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	17	10/15/12	10/16/12	M-F 5a-9a News M-Tu 6a-7a News	CM	6a-7a (6:00 AM-7:00 AM)	MT-----	:30	2	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$150.00		0.00			
E 2	17	10/15/12	10/17/12	M-F 5a-9a News M-W 7a-8a News	CM	7a-8a (7:00 AM-8:00 AM)	MTW----	:30	3	\$150.00	02	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTW----		3				\$150.00		0.00			
E 3	17	10/15/12	10/17/12	M-F Fox 17 News at 5P M-Tu Fox 17 News at 5P	CM	5p-6p	MT-----	:30	3	\$150.00	02	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		3				\$150.00		0.00			
E 4	17	10/15/12	10/16/12	M-F Fox 17 News at 6p M-Tu Fox 17 News at 6p	CM	6p-7p	MT-----	:30	2	\$200.00	02	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Contract / Revision **398253** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/15/12

Order Sep 00:15:00

Advertiser **Hoekstra/Rep/Senate/MI** Product **HOEKSTRA 4 SENATE**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	17	10/15/12	10/16/12	M-F Fox 17 News at 6p CM M-Tu Fox 17 News at 6p		6p-7p	MT-----	:30	2	\$200.00	02	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----	2		\$200.00		0.00					
E 5	17	10/15/12	10/16/12	Late News (not 10p start) CM Late News (not 10p start)		11p-1230a (11:00 PM-12:30 XM)	M-----	:30	1	\$1,000.00	02	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$1,000.00		0.00					
N 6	17	10/16/12	10/16/12	Late News (not 10p start) CM Late News (not 10p start)		1030p-1130p (10:30 PM-11:30 PM)	-T-----	:30	1	\$1,000.00	02	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----	1		\$1,000.00		0.00					
N 7	17	10/15/12	10/15/12	Late News (not 10p start) CM Late News (not 10p start)		11p-1230a (11:00 PM-12:30 XM)	M-----	:30	1	\$750.00	02	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$750.00		0.00					
													Totals	13 \$4,350.00

REP HEADLINE# 6372406 *** ORIGINAL REV#0 *** REP: TEL# 610-225-4100 CREDIT ADVISORY: AGENCY CREDIT RISK !!! FAX# 610-225-1191
ORDER WORKSHEET HARRIS REPORT FROM REP OCT12/12 12.29 *** WXMI-TV ***

ADV # ADV. NAME POLI/P HOEKSTRA/R/SEN/MI REP.# OFF.# SALESMAN #
AGY # AGY. NAME BRABENDER COX MIHALKE BUYER NAME LIZ BRABENDER
1218 GRANDVIEW AVENUE, 1ST FLOOR SALES PRSN PH- NICK WELTE
PITTSBURGH, PA 15211

ORDER # 398253 CONTRACT # 6372406 CLASS: NATL. LOCAL REGIONAL
PRDCT HOEKSTRA 4 SENATE EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT15/12 OCT21/12 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT12/12 12.29

REP: TO TOM
FR JARED
NEW HOEKSTRA ORDER
TOTAL \$3600
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$150.00	10/15	10/16	2		M-TU	2
PROGRAM : NEWS												
RA35+ : 1.0												
CON COM1: 1X MAX/DAY												
2			700A-800A	30		\$150.00	10/15	10/17	3		M-W	3
PROGRAM : NEWS												
RA35+ : 1.4												
CON COM1: 1X MAX/DAY												
3			500P-600P	30		\$150.00	10/15	10/17	3		M-W	3
PROGRAM : NEWS												
RA35+ : 0.8												
CON COM1: 1X MAX/DAY												

NA 10/17 DS M-TU

REP HEADLINE# 6372406

*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 610-225-1191

HARRIS REPORT FROM REP

OCT12/12 12.29

*** WXMI-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
4			600P-700P	30		\$200.00	10/15	10/16	2		M-TU	2
<div> <div>PROGRAM : NEWS</div> <div>RA35+ : 0.7</div> <div>CON COM1: 1X MAX/DAY</div> </div>												
5			1000P-1030P	30		\$1,000.00	10/15	10/16	2		M-TU	2
<div> <div>PROGRAM : NEWS</div> <div>RA35+ : 4.7</div> <div>CON COM1: 1X MAX/DAY</div> </div>												
<div> <div>10/15 - 11p-1230a</div> <div>10/16 - 1030p-1130p</div> <div>NA</div> </div>												
<div> <div>OCT/12</div> <div>\$3,600.00</div> <div>CONTRACT TOTAL \$3,600.00</div> <div>TOTAL SPOTS 12</div> </div>												

MARKET TOTALS \$32,727

WXMI 11%

WOTV 5%

WZZM 18%

WWMT 31%

WOOD 30%

WXSP 0%

CABL 0%

SVC- NSI

DEMOS- RA35+*

REP HEADLINE# 6372406 TRF# 398253 REP: TEL# 610-225-4100 FAX# 610-225-1191
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT12/12 14.01
*** WPMI-TV ***

ADV # _____ ADV. NAME POLI/P HOEKSTRA/R/SEN/MI REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME BRABENDER COX MIHALKE BUYER NAME LIZ BRABENDER
1218 GRANDVIEW AVENUE, 1ST FLOOR SALES PRSN PH- NICK WELTE
PITTSBURGH, PA 15211

ORDER # _____ CONTRACT # 6372406 CLASS: NATL. LOCAL REGIONAL
PRDCT HOEKSTRA 4 SENATE EST# _____ COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT15/12 OCT21/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT12/12 14.01

REP: TO TOM
FR JARED
NEW HOEKSTRA ORDER
TOTAL \$3600
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT WILL NOT PRINT.

CONTRACT TOTAL \$3,600.00
TOTAL SPOTS 12